

**REMARKS**

Applicant carefully reviewed the Office Action dated March 21, 2003. Applicant amended Claims 1 and 16 to more clearly point out the present inventive concept. Reconsideration and favorable action is respectfully requested.

Claims 1-4, 8-19, 23-30 stand rejected under 35 U.S.C. §103(a) as being unpatentable over *Leatherman* in view of *Goodwin III*, Patent No. 6,026,373. This rejection is respectfully traversed with respect to amended claims.

Applicants' present inventive concept provides a system wherein a customer can enter customer identification information at a remote location. This information is transmitted to a central location. The central location then utilizes this information to generate profile word. This profile word is a control word. Then this is transmitted back to the customer location to define how programming information previously sent to the customer location is to be presented to the user. This programming information is information that was previously stored at the remote location where the customer resides during a commercial transaction. It is this profile word that allows the central office to control the program information. As such, programming and update information must be previously transmitted to the commercial location and stored thereat. Thereafter, controlled delivery of this information can be provided by merely transmitting a profile word to remote location.

The Examiner has utilized *Goodwin III* as providing teaching of the step of converting the information into a profile word that is transmitted to the customer location. However, all *Goodwin III* teaches is a translation mechanism wherein all of the information to be displayed is encoded in the word and transmitted in a digital format. For example, the letter "J" is encoded as a hexadecimal, "A" coded for value. In essence, the entire message is transmitted in an encrypted mode. The customer profile information in Applicants' system is transmitted as a profile word which is utilized as a command word to control what information is displayed to the

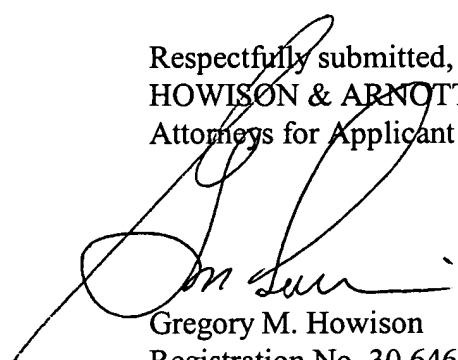
**AMENDMENT AND RESPONSE**

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user. This does not necessarily provide the entire customer profile, only what is necessary to control the programming. As such, Applicants believe that the *Goodwin III* reference does not teach or anticipate the control aspect of the profile word as set forth in the amended claims. Therefore, Applicants respectfully request the withdrawal of the 35 U.S.C. §103 rejection with respect to the amended claims, in view of the combination of these two references, as neither *Leatherman* nor *Goodwin III*, taken singularly or in combination, render Applicants' present concept unpatentable. Applicants now have made an earnest attempt in order to place this case in condition for allowance. For the reasons stated above, Applicant respectfully requests full allowance of the claims as amended. Please charge any additional fees or deficiencies in fees or credit any overpayment to Deposit Account No. 20-0780/BLBV-24,759 of HOWISON & ARNOTT, L.L.P.

Respectfully submitted,  
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